

## CLAIMS

What is claimed is:

- 1 1. A method for determining which advertisements to include with electronic content  
2 delivered to users over a network, comprising:  
3 storing revenue information that indicates potential revenue amounts for a plurality of  
4 advertisements, wherein each of the plurality of advertisements is associated  
5 with corresponding delivery criteria;  
6 receiving a request to provide over the network a piece of electronic content that  
7 includes a slot for an advertisement;  
8 comparing slot attributes of the slot with the delivery criteria of the plurality of  
9 advertisements to determine a subset of the plurality of advertisements that  
10 qualify for inclusion in the slot; and  
11 selecting an advertisement from the subset of advertisements to include in the slot  
12 based, at least in part, on the potential revenue amounts.
- 1 2. The method of Claim 1, wherein:  
2 each advertisement of the plurality of advertisements has a corresponding delivery  
3 obligation and a corresponding potential revenue amount.
- 1 3. The method of Claim 2, wherein the selecting an advertisement to include further  
2 comprises:  
3 selecting a first advertisement instead of a second advertisement if the corresponding  
4 potential revenue amount of the first advertisement is higher than the corresponding potential  
5 revenue amount of the second advertisement.

1 4. The method of Claim 1, wherein the comparing slot attributes of the slot with  
2 delivery criteria of the advertisements to determine a subset of the plurality of advertisements  
3 which qualify for inclusion in the slot is performed in response to receiving the request.

1 5. The method of Claim 1 wherein the piece of electronic content is a web page.

1 6. The method of Claim 1 wherein the piece of electronic content is a video stream.

1 7. The method of Claim 1 further comprising:  
2 associating each of the plurality of advertisements with a priority class; and  
3 filtering out the subset of the plurality of advertisements that have a priority class that  
4 is lower than the priority class of any other advertisement that belongs to the  
5 subset.

1 8. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform the  
3 method recited in Claim 1.

1 9. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform the  
3 method recited in Claim 2.

1 10. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform the  
3 method recited in Claim 3.

1 11. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform the  
3 method recited in Claim 4.

1 12. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform the  
3 method recited in Claim 5.

1 13. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform the  
3 method recited in Claim 6.

1 14. A computer-readable medium carrying one or more sequences of instructions which,  
2 when executed by one or more processors, causes the one or more processors to perform the  
3 method recited in Claim 7.

1 15. A method for managing an inventory of advertisement slots in electronic content,  
2 comprising:  
3 exclusively offering a first portion of the inventory to buyers that satisfy a set of  
4 criteria; and  
5 offering a second portion of the inventory to buyers that are not required to satisfy the  
6 set of criteria.

1 16. The method of Claim 15, further comprising:  
2 offering less than the entirety of the second portion of the inventory for purchase to  
3 the buyers that are not required to satisfy the set of criteria.

1 17. The method of Claim 16, further comprising:

2 setting an initial price that the buyers are allowed to bid on the second portion of the  
3 inventory.

1 18. A method for determining which advertisements to include with electronic content  
2 delivered to users over a network, comprising:

3 storing revenue information that indicates potential revenue amounts for a plurality of

4 advertisements, wherein each of the plurality of advertisements is associated

5 with corresponding delivery criteria and a priority class;

6 receiving a request to provide over the network a piece of electronic content that

7 includes a slot for an advertisement;

8 comparing slot attributes of the slot with the delivery criteria of the plurality of

9 advertisements to determine a subset of the plurality of advertisements that

10 qualify for inclusion in the slot; and

11 selecting an advertisement from the subset of advertisements to include in the slot

12 based on, at least in part, whether the slot is reserved for buyers that satisfy a

13 set of criteria.

1 19. The method of Claim 18, wherein the selecting an advertisement to include is based  
2 on the priority classes if the slot is reserved for the buyers that satisfy the set of criteria.

1 20. The method of Claim 18, wherein the selecting an advertisement to include is based  
2 on the potential revenue amounts if the slot is not reserved for buyers that are not required to  
3 satisfy the set of criteria.

1     21.     The method of Claim 20, wherein the selecting an advertisement to include further  
2     comprises:  
3             selecting a first advertisement instead of a second advertisement if the corresponding  
4     potential revenue amount of the first advertisement is higher than the corresponding potential  
5     revenue amount of the second advertisement.

1     22.     A computer-readable medium carrying one or more sequences of instructions which,  
2     when executed by one or more processors, causes the one or more processors to perform the  
3     method recited in Claim 15.

1     23.     A computer-readable medium carrying one or more sequences of instructions which,  
2     when executed by one or more processors, causes the one or more processors to perform the  
3     method recited in Claim 16.

1     24.     A computer-readable medium carrying one or more sequences of instructions which,  
2     when executed by one or more processors, causes the one or more processors to perform the  
3     method recited in Claim 17.

1     25.     A computer-readable medium carrying one or more sequences of instructions which,  
2     when executed by one or more processors, causes the one or more processors to perform the  
3     method recited in Claim 18.

1     26.     A computer-readable medium carrying one or more sequences of instructions which,  
2     when executed by one or more processors, causes the one or more processors to perform the  
3     method recited in Claim 19.

1    27.    A computer-readable medium carrying one or more sequences of instructions which,  
2    when executed by one or more processors, causes the one or more processors to perform the  
3    method recited in Claim 20.

1    28.    A computer-readable medium carrying one or more sequences of instructions which,  
2    when executed by one or more processors, causes the one or more processors to perform the  
3    method recited in Claim 21.